



TWX

Teletypewriter Exchange Service



**DOES FOR THE TYPEWRITTEN WORD
WHAT TELEPHONE SERVICE DOES FOR THE SPOKEN WORD**

A large, dark, monochromatic photograph of a woman with dark hair, seen from the side, sitting at a desk and operating a teletype machine. The machine has a keyboard and a paper roll. The image is tinted in a dark, grainy style.

A FAST, EFFICIENT WAY TO COMMUNICATE IN WRITTEN FORM

- ☐ TWX dial service gives your business versatile and reliable written communications on a message rate basis.
 - lets you send and receive typewritten messages across town or across the nation
 - over 60,000 stations are located throughout the country
 - messages may be transmitted at 100 words per minute
 - 4-row keyboards—similar to most regular office typewriters
 - little or no special training required—any regular typist can quickly learn to operate a teletypewriter
- ☐ Your company is listed in both the White and Yellow pages of the national TWX Directory.

HERE'S HOW IT WORKS

- ☐ Press a button and listen for dial tone.
 - ☐ Dial the machine you want and type your message.
 - ☐ Automatic answerback feature alerts you that the machine at the called station is connected and ready to receive your message—assures receipt of all messages.
- ...and Bell System operators will answer your special needs for Information, Conference and Collect Calls.



SPECIAL FEATURES

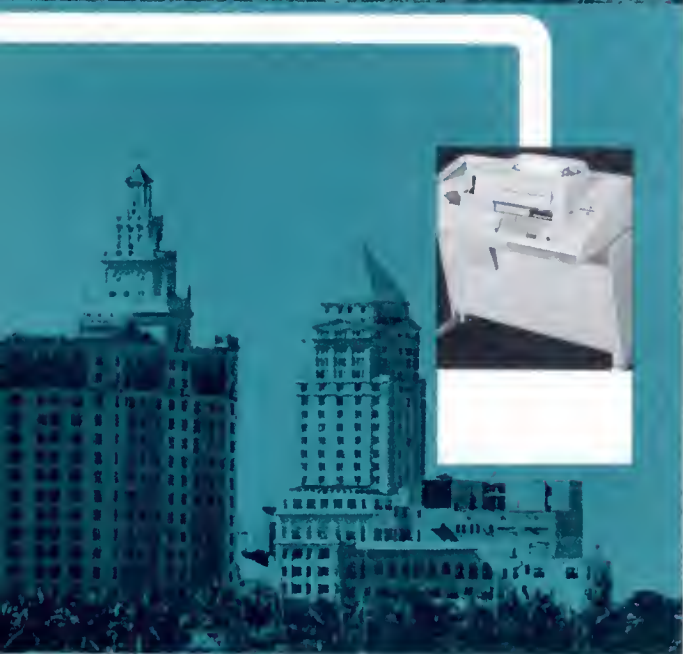
- ☐ Touch-Tone calling permits connections to be made faster, easier.
 - may be used in place of rotary dial
- ☐ Card Dialer for rapid automatic calling.
 - ideal for frequently called numbers
- ☐ Messages can be transmitted and received in 8 level punched paper tape.
 - facilitates the handling of integrated business machine data
 - ideal for handling large volumes of messages
 - maintains constant operating speed of circuit
 - provides by-product page copy of messages
 - can be punched "off-line" for later transmission



TELETYPEWRITER EXCHANGE SERVICE GIVES YOUR BUSINESS THESE ADVANTAGES

FAST, DIRECT BUSINESS COMMUNICATIONS

- ☐ Ties together the operations of your business.
 - sales offices with customers
 - production plants with company headquarters
 - warehouses with distributing outlets
 - purchasing with outside suppliers
- ☐ Aids in gathering operating data.
 - sales reports
 - expense figures
 - production schedules
 - accounting facts
- ☐ Helps speed important management decisions to operating departments.
 - manufacturing and distribution changes
 - price changes
 - new merchandise and special sales
 - promotional activities



ECONOMY AND INCREASED EFFICIENCY

- ☐ Affords rapid, low-cost communications between separate business locations.
 - service is 24 hours—7 days a week
 - unattended operation wipes out disadvantage of time zone differentials and reduces need for machine attendant
 - Conference Call service for transmitting messages simultaneously to more than one location
- ☐ Permits you to better coordinate business functions.
 - speed orders from sales offices
 - advise on delivery dates
 - help control inventories
 - announce shipping and traffic data
 - speed replies to inquiries
 - order and confirm reservations
 - issue buy and sell orders quickly
 - pass leads to field salesmen
 - advise field salesmen on status of orders

MEET SPECIAL NEEDS

- completely automatic — reduces need for machine attendant
- eliminates manual retyping of repetitive information
- ☐ Multiple carbon paper is available for page copy messages.
 - provides extra copies for other departments
 - speeds internal work functions
- ☐ Your own business forms can be used for orders, reports, and other business records.
 - expedites internal clerical operations
 - speeds order processing and delivery
- ☐ "Receiver only" handsets for call progress tones.
 - may be used in place of built-in loudspeaker
 - helps attendant in calling from noisy locations



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COMPANY

ADDRESS

MACHINE

MONTHLY COST



BELL TELEPHONE SYSTEM